Key partners

- Marketing agency
- Agricultural research institutes: for R&D collaboration
- Chemical suppliers: supply of eco-friendly pesticides
- Drone manufacturers: supply and technical support
- Local farming communities: engagement and feedback
- Regulatory authorities: compliance and certification

Key activities

- R&D for drone technology enhancement
- Data analysis and reporting
- Marketing and community outreach
- Customer support and training
- Operations: technical delivery
- Regulatory compliance monitoring

Key resources

- Specialised agricultural chemicals: for targeted spraying
- Advanced drones: core technology batteries, power generators
- Online platforms: for customer interaction
- Trained personnel, agronomists, drone operators, customer service

Value proposition

- Offer an organic product
- Reduce the risk for workers in spreading pesticides
- Data-Driven insights:enable informed farming decisions: mapping of the field created before the spraying
- Cost efficiency: reduce overall operational costs for farmers
- Control the treatment remotely
- Collect accurate data
- Precision agriculture: enhance crop yield and reduce chemical usage of ~10%
- Environmental sustainability: Lower ecological impact of farming

Customer relationships

- Personalised support: tailored assistance for each farmer
- Online community: engagement and feedback through digital platforms
- Automated updates and notifications: keeping systems up-to-date
- Training programmes: empower customers with necessary skills
- Co-Creation of solutions: collaborate on a new features and improvements

Channels

- Awareness: promotion among communities, congresses and fairs, and online; distribution networks: expanding reach through local distributors
- Evaluation: demonstration: test field and showcase event
- Purchase: one-to-one contract with field visit
- Delivery: planning through online platform, on site delivery with dedicated personnel
- Aftersales: data analysis and evolution of performance with dedicated report; educational workshops: on-site and online training sessions, field demonstrations in local communities

Customer segments

- Commercial farmers: large-scale operations (e.g. 10 ha in Greece)
- Small to medium- sized farms: smaller, possibly organic farms
- Agricultural co-operatives: groups seeking shared solutions
- Agricultural consultants: looking for advanced tools for their clients

Cost structure

- R&D expenditure: high initial and ongoing costs
- Manufacturing costs: production of drones
- Marketing and sales: broad outreach programmes
- Operational expenses: staff, maintenance, and updates
- Compliance and certification costs: meeting regulatory standards
- Chemical products

Revenue streams

- Subscription services: For software and data analysis tools
- Leasing programmes: for drones and equipment
- Training services: for farmers and agricultural workers
- Consultancy fees: providing expert advice and customised solutions
- Drone sales: direct sale of drone systems
- Contract based on extension and complexity of the service: area covered and time required

Eco-social costs

- Resource use: consumption of material and energy
- Waste generation: Disposal of old drones and parts

Eco-social benefits

- Reduced chemical runoff: less environmental contamination
- Increased biodiversity: healthier ecosystems from reduced pesticide use
- Community health: less chemical exposure for nearby communities